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UNITED STATES DEPARTMENT OF AGRICULTURE  
Extension Service  
Office of Exhibits

A Summary of the Exhibit

DAIRY HERD IMPROVEMENT

A booth exhibit showing the profit from selling crops to high-grade dairy cows: and value of cow-testing associations for detecting the unprofitable cows.

Specifications

Floor space - - - - - 13' front, 8' deep  
Wall space - - - - - None.  
Shipping weight - - - - - 505 lbs.  
Electrical requirements - None.

## DAIRY HERD IMPROVEMENT

### How It Looks

The center section of this pictorial booth exhibit shows enlarged colored photographs of three Jersey herds; an ordinary herd of grades, a fine herd of grades, and a splendid herd of purebreds. These illustrations, together with the one of three calves, show the animals in pastures. A short terse text below each of the herd pictures gives interesting facts regarding feeding farm products to the dairy cow.

The left section shows a picture of a father and son listening in on their dairy herd, and figuring out the profit and loss from individual cows on the blackboard. The milk scales and the Babcock tester used in connection with the herd are also shown on this section.

On the right section a rather novel method has been utilized to cause the dairyman to think seriously about keeping scrub cows. This is accomplished by a representation of a dairy primer covering the entire section. The information is conveyed by means of text in large letters and picture words.

The booth is 13 feet across the front, 8 ft. deep, and 7 ft. high.

### What It Tells

The exhibit emphasizes the marketing of home-grown feeds by selling them to high-producing dairy cows. The results of selling feed to an ordinary herd of grades, a fine herd of grades, and a splendid herd of purebreds are described as follows:

"If you sell feeds to dairy cows you have a constant market.

If you sell <sup>feeds</sup> to high-producing dairy cows, you have a good and constant market.

If you sell feeds to purebred, high-producing dairy cows you have a double market; a market for milk and a market for calves.

In dairying, the feed market is always exactly what you make it."

The story told by the first page of the dairy primer or first reader brings out the following points:-

"If you sell a scrub cow to a neighbor and buy a good cow from another neighbor, the dairy industry has gained nothing; but if you sell a scrub cow to the butcher and replace her with a good young cow bred in your own herd and sired by a good purebred bull, the dairy industry has gained much."

In a similar manner page 2 of the primer tells this story:

"In one cow-testing association, the poorest cow in one year's time produced only enough income over cost of feed to buy a 2¢ postage stamp. To pay for labor and overhead expenses the owner had the manure, skimmilk, and calf. The cow-testing association teaches him how to get much more than that."

The exhibit also shows that the milk scales and Babcock milk tester tell the up-to-date farmer the true story of milk and butterfat production regarding each and every dairy cow in his herd.

#### Where to Get Information

The following publications may be obtained free of charge from the U.S. Department of Agriculture, Washington, D.C.

- Farmers' Bulletin 1446 - Cow Testing Associations
- Misc. Circular 26 - Cow Tester's Handbook
- U.S.D.A. Bulletin 1069 - Relation of Production to Income
- U.S.D.A. Bulletin 1071 - Influence of Season of Freshening
- Dept. Circular 235 - Utility Value of Purebred Livestock
- Yearbook Separate 841 - Runts and the Remedy
- Farmers' Bulletin 993 - Cooperative Bull Associations
- Farmers' Bulletin 1412 - Care and Management of Dairy Bulls
- Dairy Division E 10 - Your Future Herd
- Bureau Dairying M. 79 - Suggestions for a Scrub-Bull Eradication Campaign

